

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Acquisition Spend Reality

- 1 ☐ Do you know repeat purchase rate for customers acquired in the last 90 days?
- 2 ☐ Have you modeled CAC payback assuming zero second orders occur?
- 3 ☐ Do you track refunds and fulfillment costs against first-order revenue only?
- 4 ☐ Can you state blended CAC including ad, gateway, and marketplace fees?
- 5 ☐ Do you compare monthly acquisition spend to actual repeat order revenue?

Post-Purchase Visibility

- 6 ☐ Is there contact with buyers between delivery and the next likely purchase?
- 7 ☐ Does an automated sequence trigger after every delivered order?
- 8 ☐ Do you know how many buyers who intended to return actually did?
- 9 ☐ Have you mapped the average gap between first and second purchase dates?
- 10 ☐ Does all post-sale contact stop the moment the order ships?

Onboarding And Churn Timing

- 11 ☐ Do you measure churn separately for months 1-12 versus month 13 onward?
- 12 ☐ Was onboarding fixed before headcount was added to acquisition?
- 13 ☐ Do you know what share of trial users never return after one use?
- 14 ☐ Is any reported zero churn measured past the first full year?
- 15 ☐ Do you track time-to-first-value for every new customer cohort?

Contract And Scope Discipline

- 16 ☐ Does every contract state deliverables and payment terms in writing?
- 17 ☐ Have contract terms been enforced after a missed payment deadline?
- 18 ☐ Do you log how many times scope creep occurred per client monthly?
- 19 ☐ Is there a documented escalation step when a client ignores terms?
- 20 ☐ Do cancellation windows require legal-sounding pushback to enforce?

Churn Measurement And Exit Data

- 21 ☐ Do you know your actual annual churn rate against your segment norm?
- 22 ☐ Have departed customers been interviewed in the last quarter?
- 23 ☐ Does your churn model include canceled accounts, not just active ones?
- 24 ☐ Do you calculate the dollar cost of avoidable churn each quarter?
- 25 ☐ Is churn segmented by customer type instead of one blended figure?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com